



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Downtown Lodi Business Partnership (DLBP) General Budget and Special Projects funding request for Fiscal Year 2000/2001 (\$61,000)

MEETING DATE: September 20, 2000

PREPARED BY: Economic Development Coordinator

RECOMMENDED ACTION: To review and approve the Downtown Lodi Business Partnership (DLBP) General Budget and Special Projects funding request for the 2000-2001 fiscal year.

BACKGROUND INFORMATION: As part of the DLBP annual report and budget process, which is done each year for the next annual budget year, the Council has approved, by intent, the budget item – “City funding of \$35,000 – at a Council meeting in November, 1999. In addition, the \$35,000 was included in the City’s adopted 2000-2001 budget. These City funds are essential for the private/public partnership to continue. The success of this City/DLBP partnership is outlined in detail in the “FUNDING REQUEST” packet of information submitted to you by the DLBP. City and/or other government funding are a central component part of all successful Downtown organizations in California and across the nation.

This year’s request also includes an additional amount of \$8,500 – “Special Marketing Funds” – for specific advertising and event promotions needed to enhance, build and improve marketing, especially during the trying times of construction in the Downtown area. Construction activities always put an extra burden on existing businesses and cause a short-term negative public impact. Consumers are more reluctant to shop in construction areas where there is perceived parking and/or other related problems. Construction, to a degree, will also discourage small business start up during this time. These funds will go towards minimizing these adverse situations.

In addition, the DLBP is seeking \$17,500 for “Banners to mark the Downtown Area” and “Lights for School Street Trees”, which will be used to improve the Holiday impact of the Downtown during this most important time of year. Banners have been used effectively by many communities as an additional identity tool to better define the area. The DLBP has studied the success of banner programs in other cities, before making this recommendation.

Lighting treatments have been historically used in other successful revitalized Downtown areas for many years. Moreover, their effective use has been common place in most traditional shopping centers and other successful business districts as well. Good and aesthetically pleasing lighting attracts people. While our Downtown has come a long way in this regard, this will be an additional enhancement to increase the volume of customers coming to our Downtown area.

APPROVED: _____


H. Dixon Flynn -- City Manager

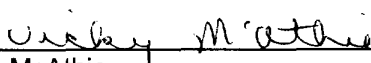


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The details of the Downtown Lodi Business Partnership Funding Request 2000-2001 are attached for your consideration.

FUNDING: \$35,000 (Current Budget)
 \$26,000 (Contingency)



Vicky McAthie
Finance Director

Respectfully submitted,



Tony C. Goehring
Economic Development Coordinator

cc: Lew VanBuskirk, Downtown Lodi Business Partnership

Attachment:

APPROVED: _____
H. Dixon Flynn -- City Manager

RESOLUTION NO. 200-174

A RESOLUTION OF THE LODI CITY COUNCIL APPROVING
THE DOWNTOWN LODI BUSINESS PARTNERSHIP (DLBP)
GENERAL BUDGET AND SPECIAL PROJECTS FUNDING
REQUEST FOR FISCAL YEAR 2000-2001

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WHEREAS, annually the City Council reviews and approves the DLBP annual report and budget, and approves City funding for this private/public partnership to be used specifically in the Downtown; and

WHEREAS, in November 1999 the City Council approved funding in the amount of 35,000.00 for fiscal year 2000/2001; and

WHEREAS, in addition, the DLBP also requests special funds in the following amounts for fiscal year 2000-2001:

- 1) \$8,500.00 Special Marketing Funds to be used for specific advertising and event promotions; and
- 2) \$17,500.00 – Banners for Downtown Area and Lights for School Street Trees.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Lodi, that the 2000-2001 Downtown Lodi Business Partnership funding allocation be increased from \$35,000.00 to \$61,000.00 for the special projects mentioned above.

Dated: September 20, 2000

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I hereby certify that Resolution No. 2000-174 was passed and adopted by the City Council of the City of Lodi in a regular meeting held September 20, 2000, by the following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Land, Nakanishi, Pennino and Mayor Mann

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


SUSAN J. BLACKSTON
City Clerk